

A STUDY OF PROMOTIONAL STRATEGIES WITH REFERENCE TO KARNATAKA SOAP AND DETERGENTS LIMITED (KSDL)

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1. ABSTRACT

Companies utilize promotional strategy as a tool to market, promote, and sell their products. A corporation decides on its marketing strategy depending on a variety of variables, including the type of product, marketing budget, target market, etc. It is important to elevate product focus so that you can enhance sales. As comparison to the marketing budget, a good promotional plan generates more revenue. For any business, marketing is crucial for any product or service. The reason is that individuals would only learn about the product through promotion. They only think about buying a thing after learning more about it. "Karnataka soaps and Detergents Limited (KSDL), a successor to the authorities cleaning soap factory, that's one of the most desirable factories most of the Indian cleaning soap industries" The Mysore sandal soap is made from sandalwood and its oil, which is sourced from Karnataka. Sandalwood oil is renowned as "LIQUID GOLD" and is the fragrance ambassador of India. The export of sandalwood to the West fell off after World War I. It cast a gloomy pall over commerce and trading throughout India. The Maharaja of Mysore turned his threat into an opportunity by sowing the budding seeds of KSDL on the outskirts of Kati Forest, near Bangalore in 1918. The project to shape with engineering, skills and expertise of top-level team with the inspection of the Diwan of Mysore Late Sir M Visvesvaraya and with the service of scientist Late Sir SG Shastri and Professor Watson.

2. INTRODUCTION AND PROFILE OF THE COMPANY

PROMOTION

Any marketing and marketing and advertising verbal exchange that seeks to steer aim audiences of the relative merits of a specific good, service, concept, or brand is considered to be engaging in promotion. It helps advertisers make a lasting impression on customers. This location may be mental or emotional. A product or service is promoted in order to increase sales, interest in the product or service, brand loyalty, and brand awareness. This is one of the core elements of the market mix, which also includes the four Ps (product, price, placement, and promotion). In addition to personal selling, advertising, sales promotion, direct marketing, publicity, and word of mouth, they also comprise event marketing, displays, and trade shows. The relevance of each element of the promotional mix is described in a promotional plan, along with the percentage of the budget that should be allocated to each element. It might be an acronym for the term "sales promotion," which is associated with it and one of the various instruments employed in marketing communications. Although the terms "marketing communications" and "promotion" can be used interchangeably, the latter is more frequently used in daily life. The communication techniques a marketer uses for promotion include those used to spread awareness of its products. Both verbal and visual information can be communicated. The Latin word "promotionem," which meaning "a motion ahead," is where the term "promotion" originates. Its original meanings were "march forward," "push forth," and "advance in rank or position. In the fourteenth century, the word made its first appearance in English.

PROMOTIONAL ACTIVITIES

Promotional activities are any of the different marketing techniques used by businesses to advertise their goods or services. These can include public relations, direct marketing, personal selling, sales promotions, and advertising. These initiatives aim to raise awareness of the good or service, develop brand equity, and eventually boost sales. In this essay, we'll specifically explore the effects of promotional activities with regard to the Indian state-owned enterprise Karnataka Soaps and Detergents Limited (KSDL).

PROMOTIONAL STRATEGIES

Companies utilize promotional strategy as a tool to market, promote, and sell their products. A corporation decides on its marketing strategy depending on a variety of variables, including the type of product, marketing budget, target market, etc. It is important to elevate product focus so that you can enhance sales. As comparison to the marketing budget, a good promotional plan generates more revenue. For any business, marketing is crucial for any product or service. The reason is that individuals would only learn about the product through promotion. They only think about buying a thing after learning more about it. Given the

large number of businesses and brands vying for the same clients, advertising and promotion are crucial strategies for differentiating and identifying each brand.

TYPES OF PROMOTIONAL STRATEGIES

PUSH STRATEGY:

Promotional activities are carried out as part of the push strategy to push the product to customers through distributors, wholesalers, and retailers. Push techniques include things like wholesaler discounts, bonuses, trade shows, and other things that help distributors. Hence, the distribution channel pushes or creates the demand. As consumers cannot see these operations, they are largely unaware of them.

So, it is push marketing when a person visits a mobile store to buy a new phone and the shopkeeper urges and displays only Samsung phones. The shopkeeper makes more money selling Samsung phones than any other brand.

PULL STRATEGY:

Promotional activities are carried out for the consumers in the pull strategy. Examples of pull strategy include advertisements, internet marketing, in-store discounts, etc. So, there is a demand among the public, who then visit physical stores or online retailers to purchase the goods. Each and every consumer can see these activities.

The pull technique has been successful for the business when a consumer visits the market with a certain brand and product in mind.

PROFILE OF THE COMPANY

INTRODUCTION

"Karnataka soaps and Detergents Limited (KSDL), a successor to the authorities cleaning soap factory, that's one of the most desirable factories most of the Indian cleaning soap industries" The Mysore sandal soap is made from sandalwood and its oil, which is sourced from Karnataka. Sandalwood oil is renowned as "LIQUID GOLD" and is the fragrance ambassador of India. The export of sandalwood to the West fell off after World War I. It cast a gloomy pall over commerce and trading throughout India. The Maharaja of Mysore turned his threat into an opportunity by sowing the budding seeds of KSDL on the outskirts of Kati Forest, near Bangalore in 1918. The project to shape with engineering, skills and expertise of top-level team with the inspection of the Diwan of Mysore Late Sir M Visvesvaraya and with the service of scientist Late Sir SG Shastri and Professor Watson. The entire credit goes to Sir SG Shastri who improved and made the process of manufacturing of sandalwood, oil and world, famous Mysore sandal soap perfect.

HISTORY OF KSDL:

The manufacturing unit changed into commenced as a completely small unit close to KR Circle, Bangalore with the capability of hundred tonnes p.a in 1918. Then the factor shifted its operation to RajajiNagar industrial area, Bangalore in July in 1957. The plant occupies an area of 42 occurs on the Bangalore Pune Highway, easily accessible by transport services and communication. In November 1918, the Mysore sandal cleaning soap changed into placed into the market. Sandalwood oil was used as the primary base to create toilet soaps and detergents after genuine efforts and tests were made to develop a soap perfume combination.

YEAR OF INCORPORATION:

The corporation become included in 1918 via way of means of the Maharaja of Mysore.

Incorporated Name	Karnataka soap and detergent Ltd
Address	Karnataka soap and detergent Ltd Bangalore Pune Highway Post box No. 5531 Rajaji Nagar, Bangalore-560055 Ph: 080-3377691/3370469/23371103/04/05 Email: Mysoresandal@vsnl.com Website: www.mysoresandal.com
Year of Establishment	1918
Constitution	Wholly owned by government of Karnataka
Management	Government of Karnataka nominates or appoints, board of directors, Chairman and MD
Renamed	1980
Trademark	The trademark is SHARABHA
In Mysore	Sandal Wood oil Agarbathis
In Shimoga	Duty Paid Godown
In Bangalore	Soap plant Detergent plant

TRADEMARK OF MYSORE SANDAL SOAP:

THE “SHARABHA”

The carving on the quilt is the Sharabha, the trademark of KSDL. The Sharabha is a mythological advent from the Puranas and embodies the mixed virtues of wisdom, courage, and strength, while is illustrated in it's unusual form of body of a lion with the head of an elephant.

It was adopted as an official emblem of KSDL to symbolise the philosophy of the company. The Sharaba symbolised the power that a removed imperfections and impurities. The Maharaja of Mysore has adopted the official emblem. And soon took its pride of place the symbol of government soap factory of quality that reflects a standard of excellence of Karnataka soaps and detergents Ltd.

NATURE OF BUSINESS

The company Karnataka soaps and detergents is a premier soap manufacturing company based in the state of Karnataka. Its nature of business is basically manufacturing of toiletries, including soap, detergent, incense sticks, talcum powder, and so on

The enterprise is in operation for nearly hundred years with a extensive variety of product portfolios. That range from simple soaps to friend and soaps and detergents. Its products is ranged to meet the needs of the customers from both the higher and lower income status of the society. The organization believes with inside the philosophy of sporting on business, now no longer most effective with the intention of creating an income but also serving the society by being socially responsible and at the same time engage in business that protects its culture.

AWARDS ACCREDITED TO KSDL

- “Export Award” for the year 2006-2007 for Excellence in Exports Market
- “National Award for Excellence in Cost Management” and good performance for the year 2008
- “Chief Ministers Ratna Award” for the year 2009-2010
- They reached highest turnover and profit (322 cr in FY 2013) on 22nd August, “National Award for Excellence in Manufacturing Cost”.
- KSDL has been the winner in public manufacturing category.

PRODUCT PROFILE

KSDL is the actual inheritor of golden legacy of India. It is continuing the tradition of excellence for over using only the best is Indian great sandalwood oil and sandalwood soaps in the world.

The products of KSDL are divided into 5 categories.

- Toilet
- Detergents
- Agarbathis
- Cosmetics
- Sandalwood oil.

SWOT ANALYSIS OF KSDL

STRENGTHS

- Only cleaning soap in India that carries natural sandal and almond oil
- Certified via way of means of ISO→ World's biggest manufacturing of sandalwood oil
- Brand name from decades in soap market
- It has excellent dealership community in south which guarantees that the goods attain each customer
- Diversified product variety allows the business enterprise to hold stability.

WEAKNESS

- Distribution network weak in north and east
- Absence of television advertisement
- High oriented cost due to excessive labor force

OPPORTUNITIES

- Traditional benefits that sandal is good for skin
- Skin care if just gaining importance among customers
- Government support and large production capacity
- Advantages of being in the industry for a long time
- Existence of vast market and huge demand

THREATS

- Other opposition products inclusive of Rexona, Moti, Santoor etc
- There is a want for maintenance of plant and machinery
- Government coverage can also additionally lessen increase potential
- Entry of new multinationals in soap business

3. REVIEW OF LITERATURE

Kamau Lucy Wangari (2015)

Maintaining inventory management policies is mostly done to ensure that there are always raw materials available. They must be in place market trend to ensure that they must be supplied and measure quality standards.

Nsikan John (2015)

This study examines the quality-control procedures used by flour-processing companies and how they affect overall business performance. Five flour processing companies in Lagos were examined. The main methods for acquiring pertinent raw statistics are structured questionnaires. The converged data are studied using descriptive statistical methods that include mean and standard deviation. Most medium-sized flour agencies utilise unique stock management strategies within the science and great practise models, in addition to large production organisations.

Jagmohan S. Raju, V. Srinivasan, Rajiv Lal

This study examines how brand loyalty affects the best price-promotional tactics employed by businesses in a cutthroat environment. (The minimal price gap required before customers who favor one brand migrate to another is how loyalty is operationalized.) Our goal is to investigate how brand loyalty to rivals' products affects whether or not businesses would employ price promotions in a given product category. We also look at how different levels of loyalty affect the breadth and regularity of price reductions made available by various brands within the same product category.

Linh N K Duong (2015)

Perishable goods play a significant role in both our daily lives and the retail sector. While considering product substitution, which offers more possibilities, the short shelf life of perishable goods is a major problem for stock management (e.g., one-0.33 of the food is wasted).

4. STATEMENT OF THE PROBLEM:

The present study concerns itself with conceptual and functional analysis of working performance and provides details regarding Mysore sandal factory in India in general and Karnataka in particular. The Main purpose of this study is performance evaluation of Karnataka soap and detergents Ltd. The KSDL is the only licensed company extract sandalwood oil and produces Mysore sandal soap in India and Karnataka at Bangalore in particular. Hence, working performance of KSDL is most important in the present globalized scenario. In this context, the researchers has chosen KSDL, Bangalore as a case study. A microscopic study has been conducted on KSDL, Bangalore to evaluate the working performance of KSDL in general and customer perception and marketing strategies towards KSDL in particular. Therefore, the research problem has been stated as “Performing Evaluation of Mysore Sandal Karnataka Soaps and Detergents Ltd in India”.

5. SCOPE OF THE STUDY:

The study expected to meet an analysis of present status and working progress that cheese and strength of different departments in Karnataka soaps and detergents Limited Bangalore. The present study also intends to examine the customer perceptions and marketing strategies to watch the saucepan detergents of KS&DL. It covers customer brand loyalty at different levels of price increase or decrease from the present price, buying motive, pricing and satisfaction level of the customer. Lastly, the study will healthy management to take necessary steps to strengthen all the departments in the KSDL, Bangalore.

6. OBJECTIVES OF THE STUDY:

The main intent of the paper is to measure the effectiveness of promotional strategies of Karnataka Soap and Detergents Ltd, Bangalore. The objectives of the paper is to critically analyse the following:

1. To analyse the various promotional strategies adopted by KSDL

2. To evaluate the buying motives, perception towards pricing and satisfaction level, influencing customers
3. To study customer awareness towards KSDL products
4. To analyse the impact of promotional strategies

7. HYPOTHESES - Based on the objectives set, the following statistical null hypotheses are framed and will be tested in the appropriate places. They are as follows:

H₀: There is no impact of promotional strategies and customer buying behaviour

H₁: There is impact of promotional strategies and customer buying behaviour

8. RESEARCH DESIGN - The study is exploratory, descriptive and analytical research. The study has been designed and formulated as per the requirements. The study has a mix of quantitative and qualitative methods to increase the accuracy and depth of the research. Research methodology adopted by the researcher is as follows:

9. LIMITATIONS OF THE STUDY:

Limitations reflect the weakness and drawbacks of the study that restrict the scope and accuracy of the study. The limitation of the present studies are as follows:

1. The study is only on shops and detergents domain.
2. It is meant only for Bengaluru Karnataka Soap and Detergents Ltd
3. The study is only on profitability.

10. ANALYSIS AND INTERPRETATION

a. *Table 1 showing the awareness level for soaps among respondents*

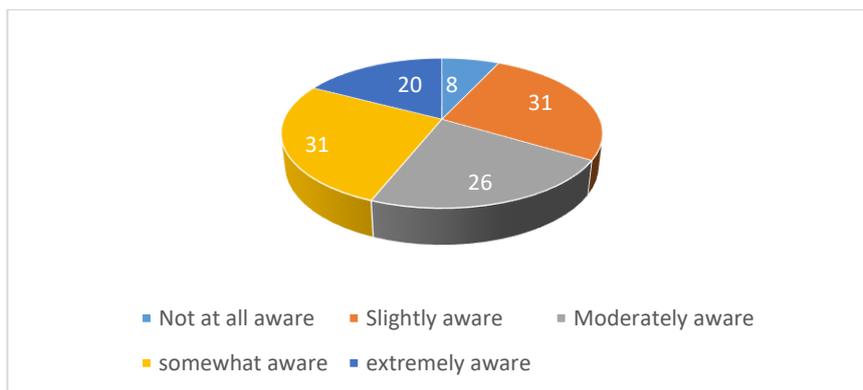
Particulars	Frequency	Valid Percent	Cumulative Percent
Not at all aware	8	7	7
Slightly aware	31	27	34
Moderately aware	26	22	56
somewhat aware	31	27	83
extremely aware	20	17	100
Total	116	100	

INTERPRETATION

The Karnataka Soaps and Detergents Limited (KSDL) introduced Mysore Sandal Soap in 1916. It is a well-known brand of soap made from pure sandalwood oil and distinguished by its distinctive sandalwood scent.

Over the years, advertising tactics have assisted KSDL in growing their consumer base. To sell their goods and connect with potential clients, KSDL has employed a variety of promotional tactics.

Figure 1: Graphical representation of awareness level of customers for soaps offered by KSDL



ANALYSIS

From the above table and graph we can say that 8 of respondents are not at all aware of soaps offered by KSDL whereas, 31 of respondents are moderately aware of soaps offered by KSDL, 26 of respondents are moderately aware of soaps offered by KSDL and 31 of respondents are somewhat aware of soaps offered by KSDL. And 20 respondents are extremely aware of soaps offered by KSDL. This show the most of the respondents are moderately aware of soaps offered by KSDL.

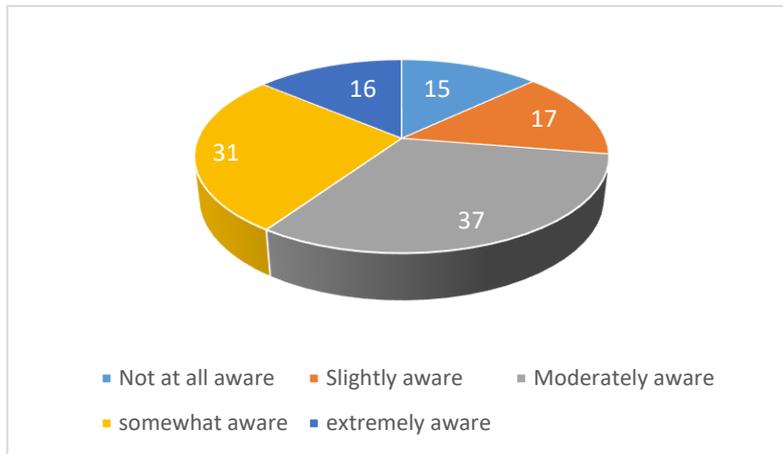
b. Table 2 showing the awareness level for agarbathis among respondents

Particulars	Frequency	Valid Percent	Cumulative Percent
Not at all aware	15	13	13
Slightly aware	17	15	28
Moderately aware	37	32	60
somewhat aware	31	27	86
extremely aware	16	14	100
Total	116	100	

INTERPRETATION

The Karnataka Soaps and Detergents Limited (KSDL) delivered the Mysore Sandal Agarbathis in 1964. Bangalore, in the Indian state of Karnataka, is where the company is headquartered. A well-known brand of incense sticks recognized for its distinctive scent and manufactured from real sandalwood oil is called Mysore Sandal Agarbathis. Over the years, advertising tactics have assisted KSDL in growing their consumer base. To sell their goods and connect with potential clients, KSDL has employed a variety of promotional tactics.

Figure 2 Graphical representation of awareness level of customers for agarbathis offered by KSDL



ANALYSIS

From the above table and graph we can say that 15 of respondents are not at all aware of agarbathis offered by KSDL whereas, 17 of respondents are moderately aware of so agarbathis offered by KSDL, 37 of respondents are moderately aware of agarbathis offered by KSDL and 31 of respondents are somewhat aware of agarbathis offered by KSDL. And 16 respondents are extremely aware of agarbathis offered by KSDL. This show the most of the respondents are moderately aware of agarbathis offered by KSDL.

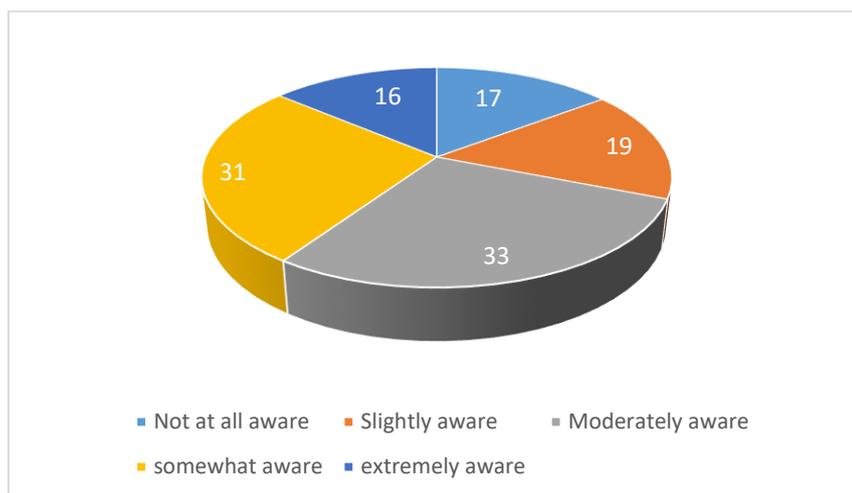
c. Table 3 showing the awareness level for sandalwood among respondents

Particulars	Frequency	Valid Percent	Cumulative Percent
Not at all aware	17	15	15
Slightly aware	19	16	31
Moderately aware	33	28	60
somewhat aware	31	27	87
extremely aware	16	14	100
Total	116	100	

INTERPRETATION

The Karnataka Soaps and Detergents Limited (KSDL) delivered the Mysore Sandal Agarbathis in 1964. Bangalore, in the Indian state of Karnataka, is where the company is headquartered. A well-known brand of incense sticks recognized for its distinctive scent and manufactured from real sandalwood oil is called Mysore Sandal Agarbathis. Over the years, advertising tactics have assisted KSDL in growing their consumer base. To sell their goods and connect with potential clients, KSDL has employed a variety of promotional tactics.

Figure 3 Graphical representation of awareness level of customers for sandalwood oil offered by KSDL



ANALYSIS

From the above table and graph we can say that 17 of respondents are not at all aware of sandalwood oil offered by KSDL whereas, 19 of respondents are moderately aware of so sandalwood oil offered by KSDL, 33 of respondents are moderately aware of sandalwood oil offered by KSDL and 31 of respondents are somewhat aware of sandalwood oil offered by KSDL. And 16 respondents are extremely aware of sandalwood oil offered by KSDL. This show the most of the respondents are moderately aware of sandalwood oil offered by KSDL.

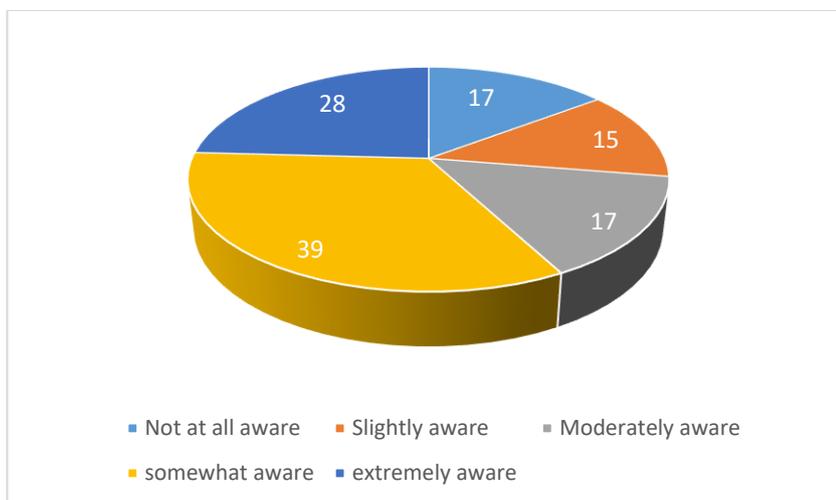
d. Table 4 showing the awareness level for hand wash among respondents

Particulars	Frequency	Valid Percent	Cumulative Percent
Not at all aware	17	15	15
Slightly aware	15	13	28
Moderately aware	17	15	43
somewhat aware	39	34	76
extremely aware	28	24	100
Total	116	100	

INTERPRETATION

The Karnataka Soaps and Detergents Limited (KSDL) first introduced Mysore Sandal hand wash in 2015. With its headquarters in Bengaluru, Karnataka, India, the KSDL is a business that is owned by the Karnataka government. Over the years, advertising tactics have assisted KSDL in growing their consumer base. To sell their goods and connect with potential clients, KSDL has employed a variety of promotional tactics.

Figure 4 Graphical representation of awareness level of customers for hand wash offered by KSDL



ANALYSIS

From the above table and graph we can say that 17 of respondents are not at all aware of hand wash offered by KSDL whereas, 15 of respondents are moderately aware of so hand wash offered by KSDL, 17 of respondents are moderately aware of hand wash offered by KSDL and 39 of respondents are somewhat aware of hand wash offered by KSDL. And 28 respondents are extremely aware of hand wash offered by KSDL. This show the most of the respondents are somewhat aware of hand wash offered by KSDL.

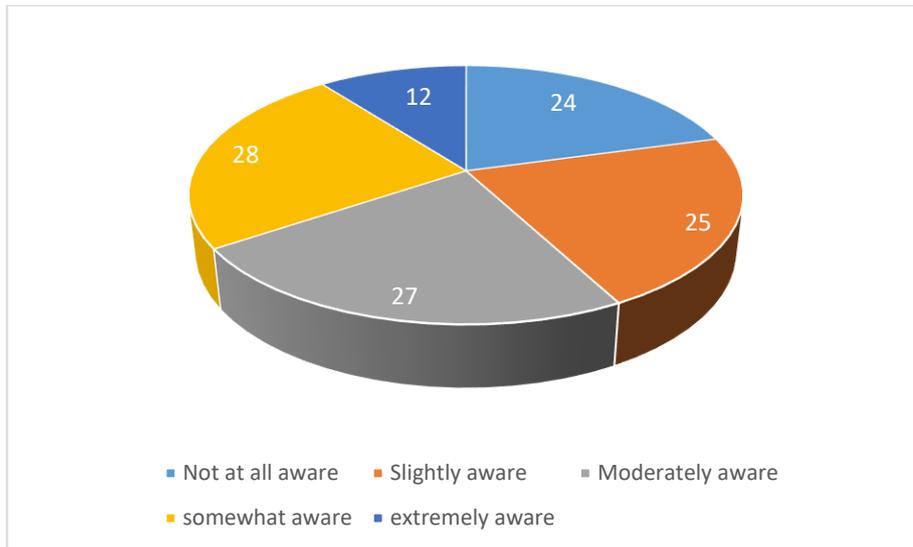
e. Table 5 showing the awareness level for body wash among the respondents

Particulars	Frequency	Valid Percent	Cumulative Percent
Not at all aware	24	21	21
Slightly aware	25	22	43
Moderately aware	27	23	66
somewhat aware	28	24	90
extremely aware	12	10	100
Total	116	100	

INTERPRETATION

The Karnataka Soaps and Detergents Limited (KSDL) initially introduced Mysore Sandal body wash in 2015. With its headquarters in Bengaluru, Karnataka, India, the KSDL is a business that is owned by the Karnataka government. Over the years, advertising tactics have assisted KSDL in growing their consumer base. To sell their goods and connect with potential clients, KSDL has employed a variety of promotional tactics.

Figure 5 Graphical representation of awareness level of customers for body wash offered by KSDL



ANALYSIS

From the above table and graph we can say that 24 of respondents are not at all aware of body wash offered by KSDL whereas, 25 of respondents are moderately aware of so body wash offered by KSDL, 27 of respondents are moderately aware of body wash offered by KSDL and 28 of respondents are somewhat aware of bodywash offered by KSDL. And 12 respondents are extremely aware of body wash offered by KSDL. This show the most of the respondents are somewhat aware of body wash offered by KSDL.

11. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- The high-quality goods produced by KSDL are well-known, particularly the sandalwood soap with its distinctive scent that is prepared from only pure sandalwood oil. The business makes soap the old-fashioned way, by slowly heating the soap ingredients in big copper pots.
- In my study, I found that majority of the respondents are not at all aware of the baby shampoo products offered by KSDL
- In my study, I found that majority of respondents agree that the online availability influence their purchasing behaviour

- In my study, I also found that majority of respondents strongly disagree that the distribution of posters and pamphlets influence their purchasing behaviour.
- Sandalwood soap, sandalwood oil, laundry soap, detergent powder, and agarbattis (incense sticks) are just a few of the things that KSDL produces. Mysore Sandal Soap, the company's signature item, is manufactured from pure sandalwood oil and vegetable oils.

CONCLUSIONS

- Karnataka Soap and Detergents Ltd has been in the soap and detergent industry for several years and is considered an established player in the Indian market. The company has a diverse portfolio of products that cater to different consumer segments.
- The company has a strong market presence in Karnataka and other parts of South India, and has been expanding its reach in other regions as well.
- Karnataka Soap and Detergents Ltd is known for its quality products and has a loyal customer base.
- The soap and detergent industry in India is highly competitive, with several large players and many smaller ones. Karnataka Soap and Detergents Ltd faces stiff competition from other established brands as well as new entrants.
- Increasing demand for personal care and hygiene products in India, there is a potential for growth in the soap and detergent industry. Karnataka Soap and Detergents Ltd can leverage its strong brand presence and product quality to tap into this potential.
- It needs to integrate its promotional activity and distribution system in an effective manner to clean competitive advantage and also increase the different types of soap product experiment

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